



Minnesota Hospital Association

2024 HEALTH CARE LEADERSHIP INSTITUTE

April 11-12, 2024

Crowne Plaza Minneapolis West

3131 Campus Drive
Plymouth, MN 55441

About MHA's Health Care Leadership Institute

The Minnesota Hospital Association's (MHA) Health Care Leadership Institute (HCLI) will be held in person, Thursday, April 11 through Friday, April 12, 2024. This program provides an opportunity for health care leaders to connect with colleagues from around the state and hear about the latest health care trends as we stoke a spirit of innovation. In a time when challenges are many and time for reflection is rare, this conference will drive teams to examine their own practices, push further to leverage strengths, and identify opportunities for becoming even better – together.

Audience

This conference is designed for hospital and health system chief executives and C-suite leaders, including chief operating officers (COO), chief medical officers (CMO), chief nursing officers (CNO), chief financial officers (CFO), and emerging leaders. It is open to all health care professionals.

Fees and conference registration

Early Bird (before March 15, 2024)

- MHA Member - \$499
- Associate member - \$599
- Nonmember - \$699

After March 15, 2024

- MHA Member - \$599
- Associate member - \$699
- Nonmember - \$799

Continuing education

The content of this conference is being reviewed for clock hours by the Minnesota Board of Examiners for Nursing Home Administrators (BELTSS). The quantitative value assigned will be indicated on the certificate of attendance awarded to participants who attend sessions.

Cancellation

Registration fees, less a \$75 cancellation fee, are refundable if notice is received on or before April 1, 2024.

Location

[Crowne Plaza Minneapolis West](#)

3131 Campus Drive
Plymouth, MN 55441

Hotel reservations

A group rate is available until March 16, 2024

By phone: Call IHG Central Reservations at 1-855-914-1303 or the Crowne Plaza hotel directly at 763-559-6600, and request the MHA Health Care Leadership Institute room block to receive the discounted group rate of \$138 + tax.

Online Reservations Booking Link: [MHA Health Care Leadership Institute](#)

1. Enter both arrival and departure dates into the grid and click "Enter" – the discounted \$138 rate will populate.
2. Select a room type and complete the reservation.



Join us on Wednesday, April 10, 2024

- Update your professional headshot from 3-6 p.m. Click [here](#) to reserve your 5 minute spot with photographer Tammy Brice.
- Complimentary LinkedIn consultation from MHA communications team following your headshot session.

Improving professional presentation

Linked in



Often, your online presence is the first introduction prospective employees, colleagues, and community connections have to hospital and health system leaders. Ensure yours is ready for the moment. Book a 15-minute consultation that includes review of your LinkedIn presence, recommendations for bringing it up to date, and a new professional headshot by professional photographer, [Tammy Brice](#).

Book your photo and consultation appointment [here](#).



Minnesota Hospital PAC Reception
Wednesday, April 10, 2024
5 - 6 p.m.

All attendees of the MHA Health Care Leadership Institute are invited to attend. Cocktails and heavy hors d'oeuvres will be served.

Thank you to our sponsors

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GOLD - LEVEL SPONSORS





Private reception to benefit the Minnesota Hospital PAC

2024 Insights to Minnesota Politics

Wednesday, April 10, 2024
5 - 6 p.m.

Join us on Wednesday, April 10, 2024, from 5-6 p.m. for a discussion on this year's state political landscape with two former government officials. All attendees of the MHA Health Care Leadership Institute are invited to attend. Cocktails and heavy hors d'oeuvres will be served.

Hosted by MHA PAC chair, Mike Phelps, president and CEO, Ridgeview Hospitals and Clinics, our special guests will be Jeff Hayden, former DFL state Senator from Minneapolis, and Brian McClung, who has spent nearly 20 years at the intersection of media, politics, and business as a television news reporter, campaign manager, political spokesperson, communications strategist, presidential campaign consultant, and public relations executive. Mary Krinkie, MHA vice president of government relations will facilitate a discussion on what is happening this session at the Minnesota State Capitol and preview the 2024 state elections.

This is a private event to benefit the Minnesota Hospital PAC.

Suggested donation levels are:

- \$100 for members to attend
- Complimentary for MHA members who have given \$500 or more to the PAC in 2024
- \$250 for associate members, endorsed business partners, vendors, and non-members to attend

**Personal cash, checks, and credit cards are accepted.*

The Minnesota Hospital PAC makes contributions to state and federal candidates, from both political parties, who support the goals of hospitals and health systems. Fundraising activities are conducted jointly with the American Hospital Association PAC.



Brian McClung
founder, McClung
Communications & PR



Mary Krinkie
vice president
government relations,
MHA



Mike Phelps
president and CEO, Ridgeview
Medical Center
Minnesota Hospital PAC Chair



Sen. Jeff Hayden
senior government relations
specialist, Fredrikson &
Byron P.A.

Health Care Leadership Institute: Schedule of events

Wednesday, April 10, 2024

3 - 6 p.m.	Improving your professional presentation
4 - 6 p.m.	Registration
5 - 6 p.m.	Minnesota Hospital PAC reception

Thursday, April 11, 2024

8 - 9 a.m.	Registration, breakfast, and vendor fair
9 - 9:15 a.m.	Welcome
9:15 - 10:15 a.m.	Opening Speaker: Artificial Intelligence in Health Care What health care leaders need to know...NOW Speaker: Steven Berkowitz, M.D.
10:15 - 10:45 a.m.	Break and vendor fair
10:45 a.m. - 12 p.m.	Building and supporting the health care workforce Speaker: Paul Zech Felhaber Larson
12 - 1 p.m.	Lunch
1 - 2 p.m.	Grow your hospital - build your business plan Speaker: Doug Morse ExecHQ
2 - 2:30 p.m.	Break and vendor fair
2:30 - 3 p.m.	Using technology to address barriers in health care Speaker: Emily Downing Allina Health
3 - 4:30 p.m.	Disruptive Collaboration Speaker: Carter Dredge SSM Health, Civica Rx

Health Care Leadership Institute: Schedule of events

Friday, April 12, 2024

8 – 9 a.m.	Registration and breakfast
9 – 9:15 a.m.	Welcome
9:15 – 10:15 a.m.	Preparing for the new health care cybersecurity regulations Speaker: Fred Langston Critical Insight
10:15 – 10:30 a.m.	Break and vendor fair
10:30 – 11:15 a.m.	HHS operations and priorities Speaker: Michael Cabonargi US Department of Health and Human Services
11:15 a.m. – 12:15 p.m.	MHA advocacy priorities Speakers: Mary Krinkie and Bob Hume Minnesota Hospital Association
12:15 p.m.	Adjourn



Speakers

What health care leaders need to know about AI...NOW!

Presenter: Steven Berkowitz, M.D.

In this session, Dr. Berkowitz will review the basic models and concepts of AI such as processing speed, machine learning, and networks, with emphasis on their health care applications. He will discuss special interest topics such as GPT, brain-computer interfaces, emergent properties, and the concept of singularity. Steve will dive into the present and future impact of AI on health care systems, patients and providers, the moral implications of AI, and the role of future regulations and compliance.

Steven Berkowitz, M.D.

Steven has over 30 years of experience in health care management and consulting. He is the founder and president of SMB Health Consulting, specializing in strategic planning, board retreats, and other intersections of new technologies and health care leadership.



Steven Berkowitz, M.D.

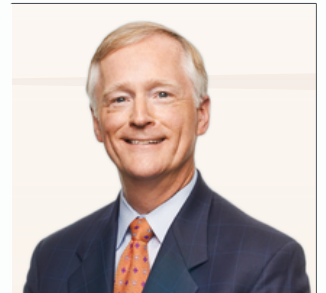
Building and supporting the health care workforce

Presenter: Paul Zech, attorney, Felhaber Larson

As the health care sector continues to evolve, the health care workforce stands as a cornerstone for organizational success and the provision of quality care. This presentation will explore the nuanced dynamics between health care institutions and their workforce, addressing the unique challenges and best practices in fostering positive relationships and culture.

Paul Zech

Paul is a former president of Felhaber Law and past chair of the firm's labor and employment section. Paul manages short- and long-term employment law conflicts and goals, assists in statutory and common law compliance, and helps business leaders make difficult decisions in virtually every aspect of labor and employment law.



Paul Zech

Grow your hospital - build your business plan

Presenter: Doug Morse, principal, ExecHQ

This highly interactive session teaches participants how to start or grow a new service. Topics include where to find new ideas; what and why of a business plan; first filters for any idea; know the customer, review competition; craft a marketing plan; and forecast financial results.

Doug Morse

Doug is a relentless learner with decades of CEO and C-suite experience. He brings assessment expertise, actionable ideas, and measurable on-going support to solve problems.



Doug Morse

Speakers

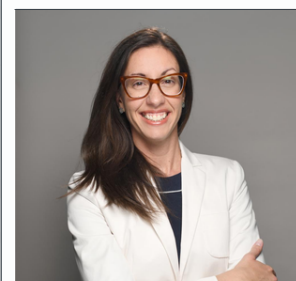
Using technology to address barriers in health care

Presenter: Emily Downing, M.D. Allina Health

Care models to deliver acute and post-acute care in the home have evolved over the past five years to deliver care both through admission avoidance (completely replacing a hospital stay), and through completing a hospital stay at home while also offering an alternative to skilled nursing facility stays. Allina Health implemented Elevated Care at Home in 2000 and has served over 5,000 patients independently and 1,500 in a partnership model. In this presentation, you will learn how Elevated Care at Home (A SNHospital at Home) improved readmissions and mortality performance while reducing length of stay within comparable populations, while also offering patients a much-desired alternative of receiving care in their home instead of in a facility

Emily Downing, M.D.

Emily is a board-certified internal medicine and geriatric medicine physician at Allina Health. Her professional interests include on-site care at assisted living communities, skilled nursing facilities, and transitions of care.



Emily Downing, M.D.

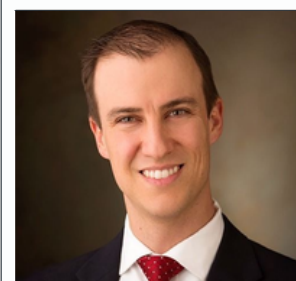
Disruptive Collaboration

Presenter: Carter Dredge, lead futurist, SSM Health, Civica Rx

The growth of the Civica Rx health care utility model of addressing shortages of pharmaceutical supplies for hospitals has been gathering momentum since its launch in 2018. The concept is to bypass the major drug makers and to manufacture or subcontract for generic pharmaceuticals that its 1,400-plus member hospitals need. What's unique about the venture is that it is established as a nonstock, nonprofit 501(c)(4) social welfare organization. The money to run the operation comes from the customers (the hospitals) and philanthropic organizations, not banks or investors in need of a healthy return. The aim is to combine the efficiency of a pro-competitive private enterprise with the equitable mission of a pro-social welfare organization. This new organizational construct represents an opportunity that could be adapted and implemented in other areas of the health care landscape.

Carter Dredge

Carter advances SSM Health's research and development (R&D), innovation and new venture activities. He supports SSM Health's strategic objectives by identifying and developing unique, emerging opportunities to accelerate large-scale health care transformation and ensure that more people have affordable access to high-quality health care.



Carter Dredge

Preparing for the new health care cybersecurity regulations

Speaker: Fred Langston, Chief Product Officer, Critical Insight

Hospitals will face some new specific cybersecurity regulations this year. The regulations will mean that hospitals will likely have to adhere to significantly more IT cybersecurity practices and will likely have to reprioritize security programs. In this talk, Fred will explain the new regulations, what they mean, and why many c-suites are split between executives who want less regulation and those who are actively campaigning for huge fines, even if they campaign quietly.

Fred Langston

Fred brings deep-rooted IT Security experience from the health care industry, including over 30 years of professional information security experience creating effective enterprise security, data protection, and risk management programs.



Fred Langston

Speakers

HHS operations and priorities

Speaker: Michael Cabonargi, Regional Director, U.S.

Department of Health and Human Services

The U.S. Department of Health and Human Services (HHS)' Regional Office is led by a President-appointed Regional Director who ensures the Department maintains close contact with state, local, and tribal partners and addresses the needs of communities and individuals served through HHS programs and policies. RD Michael Cabonargi will discuss the HHS operating divisions and share the Secretary's priorities, including implementation of the Inflation Reduction Act, new mental, and behavioral health services and CMS developments.

Michael Cabonargi

Michael is a politician and lawyer who formerly served as a commissioner of the Cook County Board of Review in the 2nd district from 2011 until 2022. Since 2019, he has also served as a vice chair of the Democratic Party of Illinois. Since 2023, he has served as a regional director of the HHS



Michael Cabonargi

MHA advocacy priorities

Presenters: Bob Hume and Mary Krinkie, MHA

This session offers a comprehensive overview of the latest legislative and policy developments affecting health care in Minnesota. This session delves into the current advocacy efforts, key policy changes, and pertinent issues impacting hospitals and health systems across the state. Participants can expect updates on regulatory changes, and valuable insights into the evolving health care landscape.

Bob Hume

Bob is the vice president of policy at MHA. Prior to joining MHA in late 2020, he served as deputy chief of staff and senior advisor to Minnesota Gov. Mark Dayton and then Lt. Gov. Tina Smith.



Bob Hume

Mary Krinkie

Mary is the vice president of government relations at MHA. Her ability to work with both Democrat and Republican majorities has been a key component of MHA's advocacy success. Mary is recognized as a persuasive voice for the hospital and health system community.



Mary Krinkie